



**KSTU**  
 5020 W. Amelia Earhart Dr.  
 Salt Lake City, UT 84116  
 (801)532-1300

# CONTRACT

<b>Contract / Revision</b> 572113 /		<b>Alt Order #</b>
<b>Product</b> Matheson for Congress 2012		
<b>Contract Dates</b> 09/04/12 - 09/09/12		<b>Estimate #</b> 11756
<b>Advertiser</b> Matheson/D/Congress		<b>Original Date / Revision</b> 08/30/12 / 09/14/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KSTU	<b>Account Executive</b> Kent Carbon	<b>Sales Office</b> Salt Lake City
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Media Strategies & Research**  
 1580 Lincoln St  
 Suite 510  
 Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	13	09/04/12	09/09/12	M-F 5a-530a	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$175.00			
E 2	13	09/04/12	09/09/12	M-F 530a-6a	530a-6a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 530a-6a	530a-6a	-TuWThF----	:30		<del>\$175.00</del>	NM		
			Credited									
E 3	13	09/04/12	09/09/12	M-F 6a-7a	6a-7a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 6a-7a	6a-7a	-Tu-----	:30		<del>\$375.00</del>	NM		
			Credited									
E 4	13	09/04/12	09/09/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 7a-8a	7a-8a	-TuWThF----	:30		<del>\$375.00</del>	NM		
			Credited									
E 5	13	09/04/12	09/09/12	M-F 8a-9a	8a-9a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 8a-9a	8a-9a	-TuWThF----	:30		<del>\$300.00</del>	NM		
			Credited									
6	13	09/04/12	09/09/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$325.00			
7	13	09/04/12	09/09/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$325.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# Station Buy Detail Salt Lake City, TV

Est ID: 11756

**Client:** Matheson for Congress 2012

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

## KSTU-TV

				Tue	Wed	Thu	Fri	Sat	Sun	
				Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length	Rate	04	05	06	07	08	09	Total
KSTU 5a News	EM	M-F	\$175.00			1				1
5:00 AM - 5:30 AM		30	\$175.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 5:30a News	EM	M-F	\$175.00	1	1	1	1			4
5:30 AM - 6:00 AM		30	\$700.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 6a News	EM	M-F	\$375.00	1						1
6:00 AM - 7:00 AM		30	\$375.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 7a News	EM	M-F	\$375.00	1	1	1	1			4
7:00 AM - 8:00 AM		30	\$1,500.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Sunday 7a News	EM	Su	\$325.00						1	1
7:00 AM - 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Saturday 7a News	EM	Sa	\$325.00					1		1
7:00 AM - 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 8a News	EM	M-F	\$300.00	1	1	1	1			4
8:00 AM - 9:00 AM		30	\$1,200.00							
KSTU 11a News	DT	M-F	\$175.00		1		1			2
11:00 AM - 12:00 PM		30	\$350.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Judge Judy	EF	M-F	\$200.00	2	1	2	1			6
3:00 PM - 4:00 PM		30	\$1,200.00							
KSTU 5:30p News	EN	M-F	\$400.00	1			1			2
5:30 PM - 6:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 9p News	LN	M-F	\$1,500.00		1		1			2
9:00 PM - 10:00 PM		30	\$3,000.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Saturday 9p News	LN	Sa	\$800.00					1		1
9:00 PM - 10:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Sunday 9p News	LN	Su	\$1,000.00						1	1
9:00 PM - 10:00 PM		30	\$1,000.00							

KSTU-TV

Kent Carbon

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

Page 1 of 2



Station Buy Detail  
Salt Lake City, TV

Est ID: 11756

**Client:** Matheson for Congress 2012

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

**KSTU-TV**

Program Name	DP	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep	Sep	Sep	Sep	Sep	Sep	
				04	05	06	07	08	09	
Station Totals			\$11,750.00	7	6	6	7	2	2	30
Station Net			\$9,987.50							

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

KSTU-TV

Kent Carbon

5020 Amelia Earhart Dr Salt Lake City UT

Page 2 of 2



# Station Buy Detail

## Salt Lake City, TV

Est ID: 11757

**Client:** Matheson for Congress 2012

**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

### KSTU-TV

Program Name	DP	Days Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KSTU 5:30a News	EM	M-F	\$250.00	1	1		1	1			4
5:30 AM - 6:00 AM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 7a News	EM	M-F	\$475.00	1	1	1	1	1			5
7:00 AM - 8:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 7a News	EM	Sa	\$425.00						1		1
7:00 AM - 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Sunday 7a News	EM	Su	\$425.00							1	1
7:00 AM - 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 8a News	EM	M-F	\$475.00	1	1	1	1	1			5
8:00 AM - 9:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 9p News	LN	Sa	\$1,000.00						1		1
9:00 PM - 10:00 PM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
<b>Station Totals</b>			<b>\$7,600.00</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>17</b>
<b>Station Net</b>			<b>\$6,460.00</b>								

KSTU-TV

Kent Carbon

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

Page 1 of 1